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Frank L. Jania

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EXAMINER

GOLDMAN, MICHAEL H

ART UNIT

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/723,056	Applicant(s) JANIA, FRANK L.	
	Examiner MICHAEL H. GOLDMAN	Art Unit 3688	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 28 July 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,4-8,11-15 and 18-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,4-8,11-15 and 18-21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on July 28, 2008 has been entered.

Response to Amendment

2. The following is a non-final, first action in response to communications received July 28, 2008. Claims 2, 3, 9, 10 and 16-17 have been previously cancelled. Claims 1, 8 and 15 have been amended. Therefore, claims 1, 4-8, 11-15, and 18-21 are pending and addressed below.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.

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2. Ascertaining the differences between the prior art and the claims at issue.
 3. Resolving the level of ordinary skill in the pertinent art.
 4. Considering objective evidence present in the application indicating obviousness or nonobviousness.
4. Claims 1, 4-8, 11-15, and 18-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schiff et al. (20030158777) in view of Serena (6912571) and further in view of Katz et al. (7283974).

Claim 1, 8 and 15: Schiff et al. discloses a system, method and apparatus for filtering content presented on a computer, comprising:

storing selections associated with the computer, that *relate to each of a plurality of applications*, the selections including a priority level and at least one mode of presentment selected by a user via a user interface on the computer (see [0030], lines 1-3 whereby an Administration Server (AS) provided with *storage* means in which user portfolios are *stored*, also see [0025 and 0027], lines 5-7 where messages are displayed in a space of a web page and having user terminal to select the preferred form that can be viewed on a *graphical, textual or audio and/or video application*, examiner construes *graphical, textual or audio and/or video applications as a plurality of applications*, examiner further construes user terminal to select preferred form that can be viewed as at least one mode of presentment selected by a user via a user interface on the computer, also see [0028], lines 1-4 whereby in a preferred embodiment provides for the attachment (selection) of start and end dates before and after which the message cannot be displayed, control of when a message is displayed is construed by examiner as setting a priority level, also see [0026], line 3 a viewing priority for each Provider, also see [0064], lines

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1-7 whereby the AS operates the system of the invention including *additional programs and utilities*, for example database of the content of providers, the billing system etc., examiner construes *additional programs and utilities as including a plurality of applications*);

indexing data relating to activities previously conducted on said computer system (see [0102], lines 1-3 whereby the AS give the user the option to see the history of his messages at user's terminal; examiner construes indexing as a file or directory on a server (definition from netlingo.com) and examiner construes user's terminal to be said computer);

storing indexed data and personal data in a database (see [0030], lines 1-3 where AS has means for storage and Fig 1B where AS is connected to databases such as Clients Data Base);

upon receiving content associated with activities on said computer via one of the applications, accessing said indexed data from database ((see [0017], lines 1-3 whereby AS in which portfolios are stored, said AS being in communication with a terminal belonging to a user; also where the AS has access to the databases, Fig 1B, examiner construes terminal user terminal in communication with AS, as said computer via one of the applications accessing said indexed data from said database);

accessing said selections relating to said application, priority level, and said at least one mode of presentment (see [0025 and 0027], lines 5-7 where messages are displayed in a space of a web page and having user terminal to select (access) the preferred form that can be viewed on a graphical, textual or audio and/or video *application*, examiner construes the preferred form that can be viewed as selecting at least one mode of presentment, also see [0028], lines 1-4 whereby in a preferred embodiment provides for the attachment (selection) of start and end dates before and after which the message cannot be displayed, control of when a message is displayed is

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construed by examiner as setting a priority level); [also see [0026], line 3 a viewing priority for each Provider];

comparing said content with said selections and the indexed data, resulting in a relevance determination (see [0064] lines 1-6 whereby the server operates the system which contains data relative to all the users' portfolio, and additional program and utilities, for example, the interfaces that enable the user to edit his portfolio, a database of the content et al, examiner construes programs and utilities that enable the user to edit his portfolio (content with said selections) and edit database of the content (indexed data) as resulting in a relevance determination, also see [0019], lines 1-3 whereby (the system) displays to one or more users on their terminal, messages according to the information contained in the user portfolio, examiner construes this matching of portfolio information and messages for viewing as resulting in a relevance determination);

performing an action on said content in accordance with said relevance determination and said selections (see [0022] lines 1-2 whereby an action performed is debiting the Provider for messages displayed to said one or more users).

applications including a messaging application and a web browser (a web page (see Fig 2A, a web page, and see Fig 2C, 'e-mail' under Message);

an interface profile system executing on said computer system, said interface profile system including an index logic component and an evaluation logic component (see [0018], lines 1-4 whereby every user generates and updates a user portfolio containing information relative to Providers and/or individuals the messages of which the user is willing to view; examiner construes this portfolio information as the index logic component; see [0019], lines 1-3 whereby

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(the system) displays to one or more users on their terminal, messages according to the information (index logic component) contained in the user portfolio, examiner construes this matching of portfolio information and messages for viewing as the evaluation logic component).

However Schiff et al. fails to explicitly disclose wherein the applications include a word processing application.

Serena discloses wherein the monitoring content in a database manager comprises a word processor (see column 13, lines 1-4).

Both Schiff et al. and Serena disclose computer implemented methods of controlling content in an application program or content exchanged between the application and an operating system. Therefore, it would have been obvious for a person having ordinary skill in the art at the time of the invention to modify the invention of Schiff et al. to include an application including a word processor as taught by Serena in order to provide for a comprehensive method, system and storage medium for filtering content on a computer system.

However Schiff et al. and Serena fail to disclose the feature whereby evaluating content in view of the selections and the indexed data, to determine relevance of the content.

Katz et al. disclose the feature whereby evaluating content in view of the selections and the indexed data, to determine relevance of the content (see abstract, lines 10-19 whereby the system to effect a primary transaction, second obtaining data with respect to the primary transaction, including at least in part a determination of the identity of the user, third obtaining at least a second data element relating to the user, fourth, utilizing the primary transaction data along with the second data element as factors in determining (relevance for) at least one good, serviced or item of information for the prospective user/customer (in real-time), examiner

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construes second data element relating to the user as indexed data, also see Fig 5, item 204, database demographics and Fig 6, item 338 prior purchase database).

Both Schiff et al. and Serena, and Katz et al. disclose a system and method for electronic commerce via a network. Therefore, it would have been obvious to one skilled in the art at the time of the invention to modify the invention of Schiff et al. to include the feature of evaluating content in view of the selections and the indexed data, to determine relevance of the content as taught by Katz et al. in order to improve the relevance of content/offers thereby increasing expected revenue from transactions.

Claim 4, 11 and 18: Schiff et al., Serena and Katz et al. disclose the invention as in claims 1, 8 and 15 above. Schiff et al. further discloses wherein said content includes at least one of:

a web page (see Fig 2A);

an advertisement (see Fig 2A);

an email (see Fig 2C, 'e-mail' under Message);

an instant message (see [0116], lines 1-4 citing FIG 6 with 3 examples of messages, construed by examiner as 'instant messages'); and a

a document (see [0156], line 11 it might also contain an XML file).

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Claim 5, 12 and 19: Schiff et al., Serena and Katz et al. disclose the invention as in claim 1, 8 and 15 above. Schiff et al. further discloses a system wherein said at least one mode of presentment includes at least one of:

blocking said content (see [0166], line 8 Block Sender);

deleting said content (see [0166], line 9 Delete Company);

sending said content to a background screen of said computer system (see [0051], lines 1-2d whereby in one embodiment the RCMS may decode the pre-received *layout definition*, *construed by examiner to include background screen*, in order to automate the dynamic insertion of the related information);

storing said content (see claim 38, content can be forwarded anywhere in the network and in conjunction with storage means in the AS, storage of content is possible).

Claim 6, 13 and 20: Schiff et al., Serena and Katz et al. disclose the invention as in claims 1, 8 and 15 above. Schiff et al. further discloses a system wherein said at least one mode of presentment includes at least one of:

changing an appearance (see [0119], lines 10-12 wherein the AS will change the messages appearance according to the portfolio of the person surfing the computer);

sending an audio signal to said user at said computer system (see [0078] via a cellular as type of communication); and

flashing a notification of an incoming message on said computer screen (see Fig 9 item 91 whereby instant messages appear, examiner construes real time changes to satisfy flashing specification).

Claim 7, 14 and 21: Schiff et al., Serena and Katz et al. disclose the invention as in claims 6, 13 and 20 above. Schiff et al. further discloses a system wherein said *changing an appearance of said content includes at least one of:*

a color, a font, a texture and a highlight (see [0114] via banner editor, video editor software and 3D animation editor; also see Fig 6A-6C for different font, color and highlight).

Response to Arguments

5. Applicant's arguments with respect to claim 1, 8 and 15 have been considered but are moot in view of the new ground(s) of rejection.

Applicant argues “neither Schiff, nor Serena, alone or in combination, teaches, suggest or renders obvious the feature ‘evaluating said content in view of the selections and the indexed data, to determine a relevance of the content...’”. Examiner concurs and has included a new reference, Katz et al. to provide the element of evaluating said content in view of the selections and the indexed data.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Deaton et al. (5,201,010) discloses a method and system for building a database and performing marketing based upon prior shopping history.

Peckover (7,319,976) discloses intelligent agents for electronic commerce.

Feldstein et al. (7,383,203) discloses a system and method for dynamically providing personalized tracked data and automatically updating the data.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL H. GOLDMAN whose telephone number is (571)270-5101. The examiner can normally be reached on Monday thru Thursday 6:00am-4:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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August 20, 2008

/Jean Janvier/
Primary Examiner, Art Unit 3688